

WHAT IS CLAIMED IS:

1. A method for diagnosing and appropriately cleansing and conditioning hair comprising the steps of:
 - a) evaluating a scalp to determine the rate of sebum production thereof;
 - 5 b) evaluating the hair to determine the texture thereof;
 - c) recommending a proportional shampoo from a plurality of proportional shampoos, wherein individual proportional shampoos in said plurality include anionic, nonionic and amphoteric surfactants and cationic conditioning polymers, in graduated amounts relative to one another to provide incremental cleansing and conditioning for
10 specific scalp types and hair textures;
 - d) cleansing the hair and scalp with the recommended proportional shampoo;
 - e) verifying the texture determined in step b);
 - f) evaluating the condition of the hair;
 - 15 g) recommending a proportional conditioner from a plurality of proportional conditioners, wherein individual proportional conditioners in said plurality include at least one amphoteric surfactant, at least one cationic conditioning polymer, at least one film former, and at least one zwitterionic compound selected from the group consisting of amino acids, proteins and combinations thereof, in graduated amounts
20 relative to one another to provide incremental conditioning, repair, strengthening, shine and protection for specific textures and hair conditions; and
 - h) conditioning the hair with the recommended proportional conditioner.
2. A method as claimed in claim 1 wherein said rate of sebum production is
25 expressed in terms of one of a plurality of scalp types.
3. A method as claimed in claim 2 wherein said plurality of scalp types is four scalp types.
- 30 4. A method as claimed in claim 3 wherein said four scalp types are identified as oily, normal/oily, normal/dry and dry.

5. A method as claimed in claim 1 wherein the rate of sebum production is determined with reference to the frequency of required washing.
- 5 6. A method as claimed in claim 1 wherein the texture is expressed in terms of one of a plurality of texture categories.
7. A method as claimed in claim 6 wherein said plurality of texture categories is four texture categories.
- 10 8. A method as claimed in claim 7 wherein said four texture categories are identified as fine, medium, coarse and very coarse.
9. A method as claimed in claim 1 wherein the texture is determined visually and
15 by touch.
10. A method as claimed in claim 1 wherein one of said plurality of said shampoos omits said cationic conditioning polymers.
- 20 11. A method as claimed in claim 1 wherein condition is expressed in terms of one of a plurality of condition categories.
12. A method as claimed in claim 11 wherein said plurality of condition categories is six condition categories.
- 25 13. A method as claimed in claim 12 wherein said six condition categories are identified as normal, single-processed, double-processed, naturally curly, permanent-waved and straightened.
- 30 14. A method as claimed in claim 1 wherein said condition is determined visually and by stretch test.

15. A method as claimed in claim 1 further comprising the steps of:
- a) evaluating whether the hair is damaged; and
 - b) conditioning the hair with a proportional conditioner, selected from said
- 5 plurality of proportional conditioners and having a higher level of conditioning, repair, strengthening, shine and protection than said proportional conditioner recommended for a specific texture and hair condition, when the hair is determined to be damaged.
16. A method as claimed in claim 1 further comprising the steps of:
- 10 a) deciding upon a style to be given to the hair, said style being dependent upon the shape of the individual hair fibers and the spatial relationship of the hair fibers to one another;
 - b) applying a styling aid to the hair, said styling aid having an active component formulated to affect one of said shape of said individual hair fibers and said
- 15 spatial relationship of the hair fibers to one another to facilitate the cutting of the hair in said style; and
- c) cutting the hair in said style.
17. A method as claimed in claim 16 wherein said shape of said individual hair
- 20 fibers is categorized into a plurality of qualitative "ability" subcriteria.
18. A method as claimed in claim 17 wherein said plurality of qualitative "ability" subcriteria are three subcriteria.
- 25 19. A method as claimed in claim 18 wherein said three subcriteria are "volume", "linear" and "curl".
20. A method as claimed in claim 16 wherein said spatial relationship of the hair fibers to one another is categorized into a plurality of qualitative "atmosphere"
- 30 subcriteria.

21. A method as claimed in claim 20 wherein said plurality of qualitative "atmosphere" subcriteria are three subcriteria.

22. A method as claimed in claim 21 wherein said three subcriteria are "tropical",
5 "arctic" and "desert".

23. A method as claimed in claim 16 wherein said active component includes a humectant, a polymeric complex and a carrier, said polymeric complex being a combination of at least a film former, a static discharger and a volumizing resin.

10

24. A method as claimed in claim 16 wherein the integrity of the style is maintained by periodically:

- a) cleansing the hair and scalp with said recommended proportional shampoo having said active component of said styling aid added thereto; and
- 15 b) conditioning the hair with said recommended proportional conditioner having said active component of said styling aid added thereto.

25. A kit of proportional shampoos and conditioners comprising:

a plurality of proportional shampoos, wherein individual proportional shampoos
20 in said plurality include anionic, nonionic and amphoteric surfactants and cationic conditioning polymers, in graduated amounts relative to one another to provide incremental cleansing and conditioning for specific scalp types and hair textures; and

a plurality of proportional conditioners, wherein individual proportional conditioners in said plurality include at least one amphoteric surfactant, at least one
25 cationic conditioning polymer, at least one film former, and at least one zwitterionic compound selected from the group consisting of amino acids, proteins and combination thereof, in graduated amounts relative to one another to provide incremental conditioning, repair, strengthening, shine and protection for specific textures and hair conditions.

30

26. A kit as claimed in claim 25 further comprising a diagnostic means to identify the appropriate proportional shampoo from said plurality of proportional shampoos and the appropriate proportional conditioner from said plurality of proportional conditioners for the scalp and hair of a particular person.
- 5 27. A kit according to claim 25 wherein one of said plurality of shampoos omits said cationic conditioning polymers.
28. A kit according to claim 25 wherein said diagnostic means is a flow chart for
10 identifying said appropriate shampoo and conditioner from said pluralities of proportional shampoos and conditioners.
29. A kit of styling aids, said kit comprising a plurality of styling aids, each of said styling aids having an active component including a humectant, a polymeric complex
15 and a carrier, said polymeric complex being a combination of at least a film former, a static discharger and a volumizing resin, said humectant, film former, static discharger and volumizing resin being provided in proportionally varying amounts in said plurality of styling aids.
- 20 30. A kit of styling aids as claimed in claim 29, wherein said carrier is water.
31. A kit of styling aids as claimed in claim 30, wherein said plurality of styling aids is six styling aids.
- 25 32. A kit of styling aids as claimed in claim 31, wherein three of said six styling aids address the shape of individual hair fibers and the other three of said six styling aids address the spatial relationship of the hair fibers to one another.
- 30 33. A kit for the treatment of the hair and scalp at home, said kit comprising:
a proportional shampoo, said proportional shampoo being recommended for a customer from a plurality of proportional shampoos, wherein individual proportional

shampoos in said plurality include anionic, nonionic and amphoteric surfactants and cationic conditioning polymers, in graduated amounts relative to one another to provide incremental cleansing and conditioning for the customer's scalp type and hair texture; and

5 a proportional conditioner, said proportional conditioner being recommended for said customer from a plurality of proportional conditioners, wherein individual proportional conditioners in said plurality include at least one amphoteric surfactant, at least one cationic conditioning polymer, at least one film former, and at least one zwitterionic compound selected from the group consisting of amino acids, proteins and
10 combinations thereof, in graduated amounts relative to one another to provide incremental conditioning, repair, strengthening, shine and protection for the customer's hair texture and hair condition.

34. A kit as claimed in claim 33 further comprising a styling product.

15

35. A kit as claimed in claim 33 wherein said proportional shampoo and conditioner include a humectant and a polymeric complex, said polymeric complex being a combination of at least a film former, a static discharger and a volumizing resin, said humectant, film former, static discharger and volumizing resin being provided in
20 amounts to maintain at least one of the shape of individual hair fibers and the spatial relationship of said hair fibers to one another to maintain the integrity of a hair style.

36. A kit as claimed in claim 34 wherein said styling product includes a humectant and a polymeric complex, said polymeric complex being a combination of at least a
25 film former, a static discharger and a volumizing resin, said humectant, film former, static discharger and volumizing resin being provided in amounts to maintain at least one of the shape of individual hair fibers and the spatial relationship of said hair fibers to one another to maintain the integrity of a hair style.